

Plan, Execute and Measure Campaigns with Cision PR Edition

Today's communicators need all the tools to tell their story, all in one place. With Cision PR Edition, you can access the world's largest media database, distribute press releases, manage influencer outreach, measure social activities and analyze the effectiveness of campaigns—from a single dashboard. See how Cision can help you with your public relations and content marketing initiatives.

Find the right influencers

- Build **smarter media lists** with a global database of more than 1.6 million contacts, outlets and pitchable opportunities
- Better target traditional and social media influencers with access to **300K social profiles**
- Pitch your story to the right people at the right time by searching hundreds of thousands of **editorial calendar listings**
- Ensure accuracy with **automatic updates** from Cision's Media Research Team

Tell your story

- Send your release through PRWeb, the industry's most visited site, to **increase visibility and reach millions** who search online for businesses and brands like yours.
- **Receive alerts** whenever new coverage is received
- **Expand visibility** to traditional wire services—including newspaper, magazine and broadcast news desks
- **Improve the accuracy** of your news with 24/7 editorial support



CISION▶
PR EDITION

Track your story

- Get **comprehensive coverage** across all media types, including print, broadcast, online and social
- **Track sentiment, tone, reputation** and the viral success of your story with powerful metrics
- Receive **superior content** through Cision's partnerships with premium broadcast and print providers
- **Get a worldwide view** of your story with real-time monitoring coverage from more than 150 countries

Analyze your impact

- **Quantify your public relations efforts** with more than 200 reports, charts and metrics
- Discover what **themes, topics, keywords and trends** are driving coverage in your industry
- Produce **presentation-ready visualizations** that inform future campaigns and business strategies
- Get **unprecedented value, reach and optimization** using the industry's most visited site

